

8.4

ACTIVITY:

Practice writing social profiles



PRACTICE WRITING SOCIAL PROFILES

In the following exercises, you're going to be given a couple of scenarios to help you practice writing social profiles. Please **DO NOT READ AHEAD** as we've also included the real versions each company has written. Create your own work and then compare to the real world versions, and you'll see how close you came to matching their message - but you'll also see how you could improve your copy and theirs.

ADZUNA IS A LONDON-BASED COMPANY THAT DESCRIBES ITS THREE PRIMARY FUNCTIONS ON ITS WEBSITE LIKE THIS:

- 1. Every job:** We search thousands of websites and bring together over 1M unique, live jobs in one simple search.
- 2. Smart matches:** We use great search filters, smart algorithms and relevant alerts to get the best job matches to your computer or phone.
- 3. Great data:** We know what any job is worth. Through salary stats and ValueMyCV, we give you the info you need to control your career.

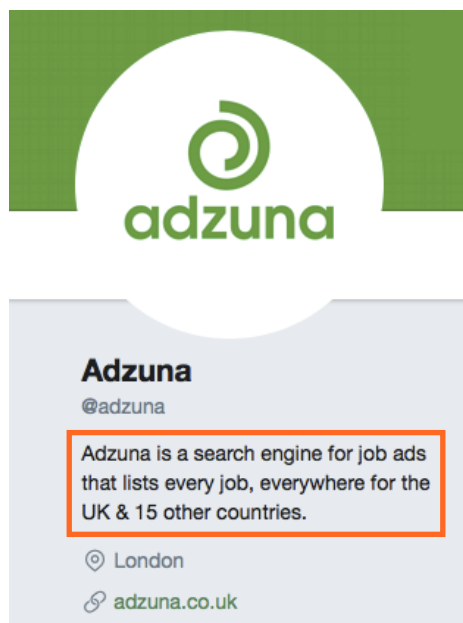
Let's assume Adzuna is starting up an account on Twitter.

What would you write for its profile description?

(You can use a maximum of 160 characters)



Now that you've written something, take a look at what they currently use for a profile:



Is this profile good enough? Do you think it could be improved with any additional detail, hashtags, or a different focus?

The point: Don't rest on copy simply because it's there. Chances are the copy you wrote above doesn't match the copy Adzuna uses - why is that? There's always a different way to express the same ideas, and always a chance your new version could work better.

LET'S CONSIDER ANOTHER SCENARIO:

You work for Slack, the company that's built a global communication platform used by millions. On your LinkedIn page, your profile copy currently focuses on promoting the great performance of the company with mentions of how many users you've got and the benefits your app provides.

However, you want to change the focus of your profile copy so you can recruit great talent. Since you're on LinkedIn, it makes sense to write about the values and benefits you'd provide to your employees. You know Slack believes in certain values - this copy is on your website's About page: "We believe everyone deserves to work in a welcoming, respectful, and empathetic culture, and we work hard to make sure everyone at Slack has the support they need to thrive."

You also know from experience there are other values at work: teammates fiercely support each other to help them get projects done; leaders believe in a work-life balance (nobody works late or on weekends - that time is off limits for work); and diversity is very important - Slack hires people with a lot of creativity and imagination, but also a great work ethic - they want people who want to be the best, and help the company be the best.

With all this in mind, **write a new company profile for Slack that promotes its values and appeals to talented candidates looking for a job.** (For an exercise, try to complete this in 4-5 sentences.)

Now, compare your work to the current version on Slack's LinkedIn page:

 Search

About us

Empathy. Courtesy. Playfulness. Craftsmanship. Solidarity — these are some of the values we live by, as a company. We work by them, too: we're building a platform and products we believe in — knowing there is real value to be gained from helping people, wherever they are, simplify whatever it is that they do and bring more of themselves to their work.

We're building a strong, diverse team of curious, creative people who want to find a purpose in their work and support each other in the process. We work hard and we play to win... within normal business hours. And then we go home.

That balance is important: It enables us to truly do the best work of our lives. As a result, we create a place where all kinds of work happens — and happens well — all while working alongside people we respect and admire. Come check us out at www.slack.com

How close did you get to Slack's version?

What words and terms do you see in this version that you really think fit well?

Are there any places that could be improved?

And what's the most important point Slack tries to make with this profile copy?

Company details

Website

<http://slack.com>

Headquarters

San Francisco, California

Year founded

2009